

NEWS 3

PROGRAM/CONTENT OVERVIEW

WAKE UP WITH THE WAGNERS – 4:30AM / 5AM / 6AM
NEWS 3 WEEKENDS – 6AM / 9AM

LOCAL/NATIONAL NEWS. BREAKING NEWS.

LIVE TRAFFIC ALERTS / UPDATES

WEATHER ALERTS/ REPORTS

NEWS / WEATHER UPDATE - WEEKDAY MORNINGS – 7AM – 11AM

NEWS 3 AT NOON - WEEKDAYS

LOCAL/NATIONAL NEWS. BREAKING NEWS.

INSIDE NEVADA – IN-DEPTH INTERVIEWS WITH THE MOVERS AND SHAKERS,
POLITICIANS AND PEOPLE MAKING HEADLINES IN LOCAL/STATE NEWS.

HEALTHLINE TODAY – INTERVIEWS FROM EXPERTS IN THE MEDICAL / HEALTH.

NEWS AT 4PM – WEEKDAYS

LOCAL/NATIONAL NEWS. BREAKING NEWS.

NEWS AT 5PM WEEKNIGHTS - WEEKENDS

LOCAL/NATIONAL NEWS. BREAKING NEWS

IT'S YOUR MONEY – WAYS TO SAVE MONEY FRANCHISE THAT INCLUDES
REPORTS ON GOVERNMENT WASTE, YOUR TAX DOLLARS AT WORK, AND CONSUMER
NEWS.

NEWS AT 6PM – WEEKNIGHTS – WEEKENDS
(SUNDAYS DURING THE FALL SEASON THE 6PM NEWS IS PREEMPTED FOR NBC
NETWORK SUNDAY NIGHT FOOTBALL GAMES. LOCAL NEWS IMMEDIATELY FOLLOWS
THE GAME AND IS RETITLED “NEWS 3 IN PRIME”)

LOCAL/NATIONAL NEWS. BREAKING NEWS.

ANCHORMOM – PARENT/CHILD, EDUCATION K-12, HIGHER EDUCATION
FRANCHISE.

CRIME TRACKER – LOCAL NEWS AND INFORMATION REGARDING CRIMES IN
YOUR NEIGHBORHOOD.

MANHUNT MONDAY – WANTED SUSPECTS ON THE LOOSE.

NEWS AT 11PM - WEEKNIGHTS

ON-LINE SURVEY

ALL NEWSCASTS MAY DISPLAY RESULTS FROM SURVEYS COMPILED FROM
MYNEWS3.COM

BULLYING SURVEY – JULY - AUGUST
THE EDUCATION SURVEY – AUGUST – SEPTEMBER

FACE TO FACE WITH JON RALSTON – HALF HOUR PROGRAM - WEEKNIGHTS 6:30PM

LOCAL, STATEWIDE AND NATIONAL ISSUES AND POLITICS DISCUSSED IN AN
INTERVIEW FORMAT WITH OPINION, EDITORIALS AND COMMENTARY. THE PROGRAM
CONTAINS NATIONAL/LOCAL DAILY POLITICAL HEADLINES.

IN BUSINESS – WEEKLY HALF HOUR PROGRAM

LOCAL AND STATEWIDE BUSINESS, FINANCIAL AND ECONOMY NEWS DISCUSSED.
EACH PROGRAM CONTAINS THREE TO FOUR INTERVIEWS WITH LOCAL BUSINESS
LEADERS.

NEVADA NEWSMAKERS

STATEWIDE POLICTICS DISCUSSED IN INTERVIEW FORMAT. PROGRAM ORIGINATES
FROM RENO, NEVADA.

NEWS 3 – Local Traffic & Neighborhood Weather

NEWS 3 – continuously updates **TRAFFIC CONDITIONS** with LIVE REPORTS using NEWS 3 helicopter (Sky 3) a system of traffic cameras throughout communities, and cameras mounted at various locations through out southern Nevada.

During **WAKE UP WITH THE WAGNERS** 4:30AM – 7AM – there are about at least six live reports per hour updating viewers on current conditions, troubled spots, and construction projects.

Live **TRAFFIC** reports continue in the 5PM and 6PM newscasts.

All newscasts will carry any live breaking news **TRAFFIC** alert.

TRAFFIC conditions can also be found on the mynews3.com web site as well as emails sent to viewers who have subscribed to email alerts.

WEATHER reports and alerts consistently updated within programming and news programs.

WEATHER conditions can also be found on the mynews3.com web site as well as emails sent to viewers who have subscribed to email alerts.

WEATHER – during the summer months – with the threats of severe Monsoon – **NEWS 3** ran a series of commercials reminding viewers about the threat of sudden storms and the flooding that is prone to our valley.